

# Selling on Amazon

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## **CATEGORY STYLE GUIDE: HEALTH & PERSONAL CARE**

**amazon** services

## About this document

This Style Guide is intended to give you the guidance you need to create effective, accurate product detail pages in the Health & Personal Care category.

In addition to using this document, we encourage you take advantage of the wealth of information available in our Help pages. Click "Help" on the upper-right side of the Seller Central home page.

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## Health & Personal Care

Whether you're selling toilet paper, diapers, vitamins, or wheel chairs, accurate data is crucial to discoverability and sales. How you present your products will greatly influence the customer's purchasing decision when shopping on Amazon.com. Providing a clear and concise listing while following a consistent format will better inform customers and enhance discoverability of your products. This can result in increased traffic to your product listings.

Please review the following information in detail and make the appropriate adjustments to your product listings.

This section covers the following guidelines for setting up product detail pages:

<b>Title Style</b>	Get customer attention with great titles. Clear and concise titles will improve search results and catch the customer's attention.
<b>Brand &amp; Manufacturer</b>	Improve discoverability and duplicate detection by entering accurate brand and manufacturer information.
<b>Images</b>	Show customers what they're buying. Professional images on white backgrounds will bring life and added attractiveness to your product.
<b>Key Product Features</b>	Highlight the key features and benefits of your product.
<b>Product Descriptions</b>	Elaborate on the features and uses of your product.
<b>Item Package Quantity</b>	Indicates how many items are in the package. Please use if there is more than one identical unit in the package of the product you are selling.
<b>Variation Relationships</b>	Make choices easy: Display multiple size and color options on a single detail page.
<b>Browse &amp; Search</b>	Improve discoverability and traffic through search terms and item-type-keywords.

## Title Style

Your product title is the first thing customers see when visiting your detail page. Does your title provide the customer with the right information? Will they continue looking at your product offering?

Amazon uses the words in product titles to display your products in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.

### Tips on how to create a great title

Do	Do Not
<ul style="list-style-type: none"> <li>Capitalize the first letter of each word (but see exceptions under Do Not)</li> <li>Use numerals (2 instead of two)</li> <li>If a bundled product, state value in parenthesis as (pack of X)</li> <li>Keep it short, but include critical information 50 characters maximum</li> </ul> <p><b>Note:</b> Please include only standard text. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.</p>	<ul style="list-style-type: none"> <li>Do not include price and quantity</li> <li>Do not use ALL CAPS</li> <li>Do not capitalize:                             <ul style="list-style-type: none"> <li>Conjunctions (and, or, for)</li> <li>Articles (the, a, an)                                     <ul style="list-style-type: none"> <li>Prepositions with fewer than five letters (in, on, over, with, etc.)</li> </ul> </li> </ul> </li> <li>Do not include seller information</li> <li>Do not include promotional messages such as "sale" or "free ship" (use the Promotion Manager tool to include messaging)</li> <li>Do not use your seller name for Brand or Manufacturer information, unless your product is Private Label</li> <li>Do not include symbols in your listings (such as ! * \$ ?)</li> <li>Do not include subjective commentary such as Hot Item or Best Seller</li> </ul>

### Elements to Include

[Brand] + [Feature] + [Product Type] + [Model Number] + [Size] + [package count] + [Color] + [Scent] + [Flavor]

Brand	Product Type	Feature	Model Number	Size	Count	Color/scent/flavor
Health o Meter	Digital Scale	with LCD	HDL820K D-18			
Clif Bar	Protein Bar			2.4-Ounce Bars	12 pack	Chocolate Mint
Pampers	Cruisers	Economy Plus Pack 140 Cruisers		Size 4 (22-37 Lbs.)		
Philips Sonicare	Elite (E-Series) Replacement Brush Head			Standard	2 pack	

**Note:** Do not include dosage in the title of your product

Including your company information or sale messaging in your product titles may negatively impact your seller account.

1. Be sure to include the count of items included.

**Examples:**

Good:



[See larger image](#)

[Share your own customer images](#)

**Health o Meter HDL820KD-18 Digital Scale with LCD**

Other products by [Health o Meter](#)

★★★★☆ (87 customer reviews)

**INSTANT REBATE**

List Price: ~~\$30.99~~

Price: **\$24.88** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)

You Save: \$6.11 (20%)

**Usually ships within 1 to 3 months.**

Ships from and sold by **Amazon.com**. Gift-wrap available.



**Amazon.com Special Offer**

Save an extra \$10 instantly when you spend \$29 or more on select [Sunbeam](#) and [Health o Meter](#) products offered by Amazon.com. Enter code **HEALTH69** at checkout. [Here's how](#) (restrictions apply). Offer valid through June 30, 2009.



[See larger image and other views](#)



[See all 2 customer images](#)

[Share your own customer images](#)

**Philips Sonicare E-Series Replacement Brush Head**

Other products by [Sonicare](#)

★★★★☆ (351 customer reviews)

**SPECIAL OFFER**

List Price: ~~\$29.99~~

Price: **\$24.00** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)

You Save: \$5.99 (20%)

[Special Offers Available](#)

Size: **Standard (2-Pack)**

Standard (2-Pack)

Compact (2-Pack)

Standard (3-Pack)

**Save an extra 15% with Subscribe & Save:** Sign up to have this item delivered at a regular interval of your choice, and the current price drops to **\$20.40**. Shipping is always free. No fees, no risks, no obligations. [See details](#)



**Enviro-Rite Allergen-free Fabric Softener (32 Fl. Oz) -**

For people with allergies, asthma and chemical sensitivities. Contains no hazardous ingredients, phosphates, petroleum distillates, chlorine, perfumes, dyes or animal by-products.

Other [Enviro-Rite](#) products

No customer reviews yet. [Be the first.](#)

-Too long, title should end after the size

Price: **\$7.99**

**In Stock.**

Ships from and sold by

[Share your own customer images](#)

## Brand & Manufacturer

Brand information allows the Amazon.com customer to determine the model and brand of the product offered. These fields improve the accuracy of your product listings and help customers discover your products. Typically, Brand is the best identifier for a product, but occasionally Manufacturer is used (more common with furniture). We request that you fill out both fields.

Brand	Manufacturer
<ul style="list-style-type: none"> <li>• A unique and identifiable symbol, association, name or trademark which serves to differentiate competing products or services</li> <li>• A name used to distinguish one product from its competitors; it can apply to a single product, an entire product line, or even a company</li> <li>• A name or symbol used to identify a seller's goods or services, and to differentiate them from those of competitors</li> </ul>	<ul style="list-style-type: none"> <li>• A business engaged in manufacturing a product</li> <li>• Someone who manufactures something</li> </ul>
<p><b>Example: Sonicare</b></p>	<p><b>Example: Phillips</b></p>

**Note:** It is important to not use your seller name for Brand or Manufacturer information, unless your product is Private Label.

## Key Product Features

The Key Product Features bullets on the detail page tell the customer about the details of your product and can influence the customer purchase decision.

- Highlight the five key features you want customers to consider, such as dimensions, age appropriateness, ideal conditions for the product, skill level, contents, country of origin, and so on
- Maintain a consistent order. If your first bullet point is country of origin, keep that same order for all your products
- Reiterate important information from the title and description
- Begin each bullet point with a capital letter
- Write with sentence fragments and do not include ending punctuation
- Do not include promotional and pricing information
- Do not include shipping or company information. Amazon policy prohibits including seller, company, or shipping information

Content	Example: Featured Bullets
Key Features	A captivating rich scent Easy to carry, easy to pour Same effective whitening ingredient dentists use Micro technology penetrates deep between teeth
Benefits	Gently exfoliates and moisturizes to reveal even toned skin Visibly younger looking skin above and around the eyes Reduces underarm wetness Whitens by deep cleaning
Special Ingredients	Silver is known to kill every bacteria known to man after 12 minutes of exposure Warm burnt brown sugar and Karite butter Cocoa butter and aloe
Special Designations	Dermatologist and ophthalmologist tested Cruelty free Organic

Customers use this section to get a snapshot of the product. They may use this section to finalize a purchase decision or it may interest them enough so they will then read the full product description.

**Note:** Tips to improve readability

- Write all numbers as numerals
- Separate phrases in one bullet with semicolons
- Spell out measurements such as quart, inch, feet, and so on

**Do Not:**

- Use hyphens, symbols, periods, or exclamation points
- Write vague statements; be as specific as possible with product features and attributes
- Enter company-specific information; this section is for product features only

**Examples:** Good- Healthcare:



### Product Features

- Alli is the only FDA approved over-the-counter weight-loss aid for overweight adults
- Alli is more than a pill; it's an innovative weight-loss program that includes an individually tailored online plan that teaches people healthier eating habits
- Alli binds to gastric and pancreatic lipases blocking absorption of 25% of consumed fat
- undigested fat is excreted from the body instead of being turned into fat
- Alli, in combination with a reduced calorie low fat diet, can help an individual lose 50% more weight than with dieting alone

Good - Personal Care Appliances:

### Product Features

- Water jet is clinically proven to be up to 93-percent more effective than flossing
- Advanced control delivers a water pressure of 10 to 90 PSI with 1200 pulses per minute
- Removes debris and bacteria lodged deep between teeth and below the gum-line
- Significant oral health benefit for people who wear braces, have diabetes, and gum disease
- Includes color-coded tips, standard jet tips, tongue cleaners, an orthodontic tip, and a Pik-Pocket tip

Bad:

### Product Features

- orange
- for your bed\*\*
- anyone will love this product!
- 5 x 8
- comes in a bag!

## Important Information

It is up to the seller to comply with all laws regarding product information to be provided to customers, including the following:

- safety information
- indications
- ingredients
- directions for use of any medical product

If your product is subject to any product information requirement (as are medications and vitamins, for example), you will need to complete these fields in your product feeds. Even when such information is not required, providing it can help reduce product returns from customers who no longer want an item after reading the product information on the item packaging, if it was not provided on the product detail page.

### Examples:

#### Safety Information

Alli works in the digestive system and does not have a direct effect on the brain or speed up the metabolism. Alli does not raise blood pressure; Treatment effects (side effects) occur when a patient taking alli consumes a meal with too much fat; Treatment effects include loose or more frequent stools that may be hard to control, an urgent need to go to the bathroom, and gas with oily discharge. Patients should not use alli if they are pregnant or breast-feeding, have had an organ transplant or taking medicines to prevent rejections, have problems absorbing food, or are not overweight.

#### Indications

Approved for use by overweight adults in conjunction with a reduced-calorie, low-fat diet, alli helps people lose 50 per cent more weight than with diet alone. alli is the only FDA-approved weight-loss product available to consumers without a prescription, and it is the first clinically-proven over-the-counter product to be combined with a comprehensive support program

#### Ingredients

Active Ingredient (In Each Sealed Capsule): Orlistat (60 Mg). Inactive Ingredients: Fd&c Blue No. 2, Edible Ink, Gelatin, Iron Oxide, Microcrystalline Cellulose, Povidone, Sodium Lauryl Sulfate, Sodium Starch Glycolate, Talc, Titanium Dioxide.

#### Important

Ingredients for all over-the-counter (OTC) medicines and dietary supplements products must be listed in the Inventory File Template. Please see below for image guidelines on OTC medicines and dietary supplements.

#### Directions

Recommended dose is one 60mg capsule with each main meal containing fat.

### Specific to over-the-counter medicines and dietary supplements listings

For all OTC medicines and dietary supplements products, images of ingredients and/or nutritional facts listed on product packaging should be uploaded as secondary product images on product detail pages. Ingredient and nutritional fact images must be legible on the product detail page. See example below.

## Product Descriptions

The Product Description lists the product’s features, explains what the product is used for, and provides other product-specific information. The customer reads the description to learn more about the product than is obvious from the Title, Image, or Key Product Features. Product Descriptions are limited to 2000 characters.

Do	Do Not
<ul style="list-style-type: none"> <li>Describe the major product features and list product information including size, used-for and style</li> <li>Keep it short, but include critical information.</li> <li>Include accurate dimensions, care instructions and warranty information</li> <li>Use correct grammar and complete sentences</li> </ul>	<ul style="list-style-type: none"> <li>Do not include your seller name, e-mail address, website URL, or any company-specific information</li> <li>Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying</li> <li>Do not include promotional language such as "sale" or "free ship" (use the Manage Promotions tool)</li> </ul>

**Examples:**

Good:

**Product Description**

**Product Description**

SteamVac SpinScrub Hoover steam vacuums clean spots and stains on your floors with ease. Hoover vacuums use a powerful 12-amp motor to propel 5 spin scrub brushes that wash and wipe away spots and stains. Includes extra-long 24L power cord for efficient use in large rooms. Tool kit includes spin scrub powered hand tool, on-board hose, and upholstery tool. Includes 16-ounce detergent. 1-year warranty.

Bad:

**Product Description**

**Product Description**

THIS IS A GREAT BED IN A BAG! GOOD FOR KIDS, YOU, ME, PETS, BABIES, IT'S JUST A GREAT BAG! BUY WITH CONFIDENCE! HTTP://AWESOMEPRODSFORYOUANDME.COM OR CALL US AT 800-333-35686 PLEASE EAMIL WITH QUSETIONS, YOU CAN REACH US AT THESEAWESOMEPRODUCTS@HOTMAIL.COM!!!! YOU WILL LOVE THIS PURCHASE!

Only capitalize the fist letter of each word

This is not meaningful information

Avoid exclamation points and non product-specific information

Do not include website URL or other contact information.

## UPC and IPQ for multi-packs

For most products listed on Amazon, a multi-pack listing is only allowed for a manufacturer-created pack with its own unique UPC. You must enter an Item Package Quantity (IPQ) for these products.

### Examples

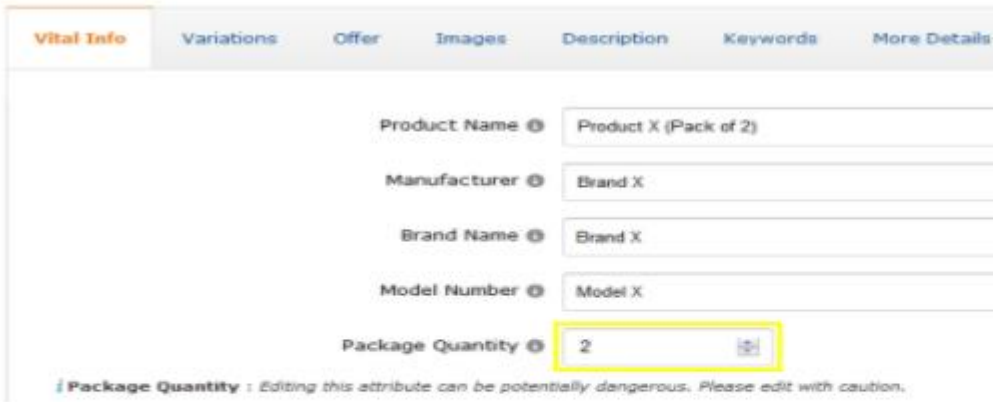
There are different UPCs for a single unit and a pack with multiples of that unit. If you create a multi-pack that is not sold by the manufacturer, verify if an ASIN for the multi-pack already exists. If it does exist, match to it accordingly. If the ASIN for the multi-pack doesn't already exist, you must create a new ASIN using its own unique UPC. The examples below illustrate the importance of UPC and IPQ for multi-packs. Non-manufacturer-created multi-pack ASINs cannot be listed as variations of a manufacturer-created multi-pack ASIN. You must either match to an identical multi-pack product detail page or create a new ASIN with a unique UPC.

Title (manufacturer-created pack)	UPC	IPQ	Price
<b>Same product detail page</b>			
Product X (Pack of 2)	000123456789	2	\$38
Product X	000123456788	1	\$19
<b>Title (non-manufacturer-created pack)</b>			
<b>New product detail page</b>			
Product X (Pack of 6)	000123456790	6	\$114

Title (manufacturer-created pack)	UPC	IPQ	Price
<b>Same product detail page</b>			
Brand Y Beverage, 12 Pack	000123456789	12	\$35
Brand Y Beverage, 1 bottle	000123456788	1	\$4
<b>Title (non-manufacturer-created pack)</b>			
<b>New product detail page</b>			
Brand Y Beverage, 48 Pack	000123456790	48	\$130

Title (manufacturer-created pack)	UPC	IPQ	Price
<b>Same product detail page</b>			
Brand Y Dinner Plates, Set of Four	000123456789	4	\$20
Brand Y Dinner Plate	000123456788	1	\$6
<b>Title (non-manufacturer-created pack)</b>			
<b>New product detail page</b>			
Brand Y Dinner Plate, Set of 16	000123456790	16	\$68

### How to set up IPQ for a product



**Vital Info** Variations Offer Images Description Keywords More Details

Product Name

Manufacturer

Brand Name

Model Number

Package Quantity

Package Quantity : Editing this attribute can be potentially dangerous. Please edit with caution.

### Inventory File Template



fx	BO	BP	BQ	BR
				ItemPackageQuantity

### XML

Once you have located the IPQ field with the template, you will enter the IPQ value as shown below.

Title (manufacturer-created pack)	UPC	IPQ	Price
<b>Same product detail page</b>			
Product X (Pack of 2)	000123456789	2	\$38
Product X	000123456788	1	\$19

## Images

Images display on the product search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your product listings. Show customers what they will receive in their shipment (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

<b>Required</b>	<ul style="list-style-type: none"> <li>• Use simple and clean backgrounds that do not distract from the product; ideally, the background is pure white</li> <li>• Create images with 300-dpi minimum; 1,000-dpi images are preferred</li> <li>• Show the entire product. It should occupy at least 80 percent of the image area</li> <li>• Include only what the customer will be receiving; accessories that are not part of the product should not be shown</li> </ul>
<b>Prohibited</b>	<ul style="list-style-type: none"> <li>• Include borders, watermarks, text, or other decorations</li> <li>• Colored backgrounds or lifestyle pictures, except in cases of prepared food products.</li> <li>• Only include exactly what the customer will be buying; no other products can be displayed in the image</li> <li>• Image place holders (i.e. "temporary images" or "no image available")</li> <li>• Promotional text such as "sale" or "free ship" (use the Manage Promotions tool)</li> <li>• Picture with multiple colors of your product; only the product color you are offering should be displayed in the image</li> </ul>

**Note:** Zoom Functionality

When you submit an image of at least 1,000 dpi, customers can zoom in on your product image on the detail page. This provides a detailed look at your product and may reduce returns and negative feedback.

**Example of good image**



 **ZOOM**

[See larger image and other views \(with zoom\)](#)



**Examples of bad images**

-Image is not on a white background.  
-Should focus on one item only  
-No time stamps



-Doesn't display the actual

[See larger image and other views](#)



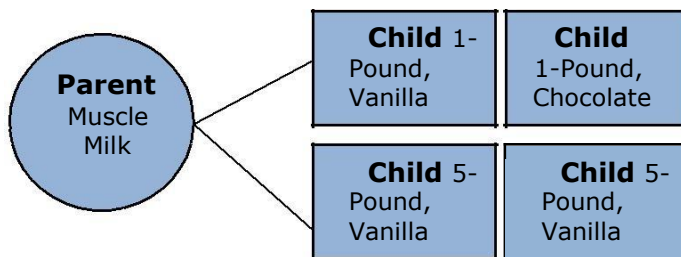
[Share your own customer images](#)

## Variation Relationships

Variations allow customers to choose the desired color, size, count, number of items, and flavor of the product from a single detail page, which you create using parent-child product relationships. Variations provide a cleaner customer buying experience.

**Note:** If your products currently match with Amazon offers on the detail page, please do not use Variation Relationships because your products will automatically match to an identical product offer.

Child products are the products that are related to each parent and display when the variation is selected by the buyer. The relationship of parent to child is the variation theme: Size, Color, Flavor, Size-Color or Size-Flavor.



There are three Components to a Parent/Child relationship:

- **Parent product:** Non-buyable products displayed in search results are parent products. **Child products:** Buyable products related to parent product by size and/or flavor. **Variation theme:** Defines how the child products differ from each other, such as size-flavor.

### When to use Variation Relationships

Use Single Variations (Size or Color or Flavor or Count or Number of Items)	The product is one size, but with a variety of colors The product is available with various flavors The product is available in different sizes The product varies by size or color or flavor or number of items in a sellable SKU
Use Double Variations (Size or Color or Flavor or Count or Number of Items)	An identical product comes in a variety of sizes and colors or number of items in a sellable SKU You are selling the same products another merchant varies by count or color or number of items in a sellable SKU
No Variations Available (create separate listings)	When the product varies by scent or use When the product does not vary by sizes, counts, colors, flavors or number of items in sellable SKU When the product is slightly different based on year, model number, quality or brand



**Note:** Please create Variations only with regard to variations of the same product; do not use this feature to create "collections" of certain brands or products. For example, a single product detail page should not include variations for a fragrance, a body lotion, and a deodorant, even if those items are of the same brand. Product detail pages in the Beauty category that reflect incorrect use of product variations may be removed by Amazon at its discretion. Learn more about [Relationships: Variations and Accessories](#) in Seller Central Help.

## How to set up Variations for a product

### Text-file Feed Template

product-id-type	title	brand	manufacturer	mfr-part-number	parentage	parent-sku	relationship-type	variation-theme
	Clif Bar, The Natural Energy Bar, 12 bars	Clif	Clif		parent			flavor
UPC	Clif Bar, The Natural Energy Bar, 12 bars, Cool Mint Chocolate	Clif	Clif		child		Variation	flavor

[Watch a video tutorial on creating Variations with a text-file feed.](#)

### Examples:

Example detail page for Baby, Color Variation:



**4 pack**

**Seventh Generation Chlorine Free Baby Diapers**  
Other

★ ★ ★ ★ ★

List Price: ~~\$51.99~~  
Price: **\$44.99** & this item ships for **FREE with Super Saver Shipping**. [Details](#)  
You Save: **\$7.00 (13%)**

**Size: Size 4, 22-37 Lbs. (120-Count)**

- Size N, Up to 10 Lbs. (160-Count)
- Stage 6, 35+ Lbs. (88-Count)
- Size 1, 8-14 Lbs. (176-Count)
- Stage 5, 27+ Lbs. (104-Count)
- Size 4, 22-37 Lbs. (120-Count)**
- Size 3, 16-28 Lbs. (140-Count)
- Stage 2, 12-18 Lbs. (160-Count)

[See larger image and other views](#)

[notes](#) | [notes](#)

**Roll over image to see notes**  
[See all 5 customer images](#)  
[Share your own customer images](#)

Example detail page for energy drinks with flavor and size:



[See larger image and other views](#)

[Share your own customer images](#)

### 100% Whey Protein - Gold Standard

No customer reviews yet. [Be the first.](#)

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List Price: ~~\$54.99~~  
Price: **\$39.45** & this item ships for **FREE with Super Saver Shipping**. [Details](#)  
You Save: **\$15.54 (28%)**

**Flavor: Double Rich Chocolate**

**Size: 5.15-Pounds**

**Save an extra 15% with Subscribe & Save:** Sign up to have this item delivered at a regular interval of your choice, and the current price drops to **\$33.53**. Shipping is always free. No fees, no risks, no obligations. [See details](#)

**In Stock.**  
Ships from and sold by [Amazon.com](#).

**Want it delivered Friday, May 22?** Order it in the next 3 hours and 3 minutes, and choose **One-Day Shipping** at checkout. [Details](#)

**[18 more buying choices](#) from \$36.79**

## Browse & Search

Customers come to Amazon.com to shop for products. They can find your products two ways: either using the Browse option, or using Search Terms. Most often customers use a combination of browse and search. Make sure customers can find your products. Drive traffic by providing Search Terms and Item Type Keywords (for Browse).

### Classification- Browse

Thousands of merchants sell millions of products on Amazon.com. To help customers find products easily, Amazon developed a detailed product hierarchy or browse-tree structure. Customers refine by category and subcategory links until they reach the most specific product type. Amazon uses your Item Type Keywords to classify your products under the correct browse nodes. In order for your products to continue to appear when customers refine their category options, they must be classified correctly to the deepest level. This means your shampoo should be classified as shampoo-plus-conditioners rather than just shampoo.

Health and Personal Care products are organized into two groups: Health Consumable Products and the Health Equipment. The Health Consumable Products group is for consumable items only. When you upload these items, designate them product-type "HealthMisc". The Health Equipment group is for health appliances or equipment (example: blood pressure monitors). When you upload these items, designate them product-type "PersonalCareAppliances".

A full list of the "Item Type Keywords" associated with the "HealthMisc" and "PersonalCareAppliances" product types will be in the updated Health and Personal Care [Item Classification Guide](#). Item Classification Guides (ICGs) are category-specific documents that provide valid values for setting up your products. These values take advantage of the browse structure for categories on Amazon.com.

### Example of the browse-tree category structure on Amazon.com:

**Department**

< Health & Personal Care

**Health Care**

- Allergy, Sinus & Asthma (12,771)
- Cough & Cold (14,495)
- Diabetes (7,548)
- Digestion & Nausea (4,077)
- Family Planning & Contraceptives (8,478)
- First Aid (88,688)
- Foot Care (4,392)
- Incontinence (10,007)
- Medical Supplies & Equipment (199,836)
- Pain Relievers (10,424)
- Pill Cases & Splitters (1,392)
- Sleep & Snoring (1,643)
- Smoking Cessation (688)
- Stimulants (381)
- Therapeutic Skin Care (2,404)
- Thermometer Accessories (202)
- Thermometers (1,012)
- Alternative Medicine (3,169)
- Women's Health (1,222)

**Attribute**

**Any Attribute**

- Aromatherapy (548)
- Cruelty Free (49)
- Homeopathic (954)
- Hypoallergenic (584)
- Natural (3,226)
- Organic (446)
- Scented (569)
- Unscented (639)
- Travel Size (80)

**The attributes below are used for browse classification.**

Find the specific browse keywords that best describe your product in the HPC Item Classification Guides. See this Seller Central Help page for information about [Using the Online Item Classification Guide](#). Here is a classification example.

**The attributes below are used for browse classification.**

Attribute	Definition	Examples
<b>**ItemType</b>	Enables customers to find your products as they browse to the most specific item types. This is the most important value and determines browse category structure.	Select an item type value from the ICG, such as bed-canes, nasal-strips, or baby-food-dinners.
<b>UsedFor</b>	Further clarifies how and for what the item can be used.	Select an UsedFor value from the ICG, such as naturopathy or oily-hair.

**Note:**

- The Item Type must have the same exact spelling and formatting as listed in the ICG. Make sure all of your products have keywords for the most specific subcategory possible.

**Example ItemTypes:**

Terms that can go in the **ItemType** field:

- baby-bathing-products
  - baby-bathing-aromatherapy-products
  - baby-bathing-body-washes
  - baby-bathing-cleansing-lotions
  - baby-bathing-foams
  - baby-bathing-hypoallergenic-cleansers
  - baby-bathing-moisturizing-products
  - baby-bathing-no-rinse-cleansing-fluids
- baby-skin-care-products
  - baby-lotions
  - baby-oils
  - baby-powders
  - diaper-creams

## Search

Search terms help customers find your products. Your product titles and company name are already searchable, so think about other words that describe your product. Think like Amazon customers when choosing your terms; use words they might enter into the search bar, including synonyms. Make sure they can find your products!



### Guidelines for listing your Search Terms

#### Examples:

- Each product can have up to five search lines of 50 characters per field; that's 250 characters available for your search terms
- The words you choose are the terms our search engine pulls from when customers search the site. The individual words of the title, seller, and brand are also automatically included as search terms and do not need to be repeated in your search terms. Any combination of title words and search terms are fully searchable.

#### Text-file feed

AJ	AK	AL	AM	AN
SearchTerms1	SearchTerms2	SearchTerms3	SearchTerms4	SearchTerms5

If you are using an inventory text file, the template fields for search terms appear as search-terms1, search-terms2, and so on. For more details about how to create effective search terms, see [Using Search & Browse](#).

### Add a Product in Seller Central

(Provide specific search terms to help customers find your product.)	<b>Search Terms:</b>
	fill this space with your search terms
	you should fill up all 5 lines with words
	you don't need to repeat your title words
	customers search these words to find your products
word space word space word space	
Example: Dark Chocolate, Apples, Cookies	